

**INCORPORATING ENVIRONMENTAL ELEMENTS IN PROPERTY  
MARKETING STRATEGY IN KUALA LUMPUR**

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**The thesis submitted to  
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## DEDICATION

In the name of most merciful and loving Allah S.W.T and highest appreciations be upon Him. This thesis is dedicated to almighty of Allah S.W.T and my admire parents, Haji Mawlana Mohammed Ismail Bin Mohammed Sakahwat Hussein and Hajjah Rowshon Ara Binti Mawlana Noor Mohammed, and my maternal uncle Dr, Ma'sum Billah Bin Mawlana Noor Mohammed, who have supported me to start the journey of education in my life. It is also dedicated to my beloved wife Mrs, Sadia Binti Mawlan Azizur Rahaman Siddiqui, younger brother Mohoammed Zahidul Islam, sister Mrs, Romiza Akter Hawoah and Mrs, Salma, nieces, nephews and my children who have makes me happy in the way of my PhD research in Malaysia.



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## ABSTRACT

Half of the world population all over the countries reside in the cities. By 2050, the world proportion is likely to reach 75%. Malaysia is an urban society with majority people of the country approximately 70% living in the cities. The high demand of accommodation in the cities, and many developers supply the housing unit through condominium complex to fulfil the requirement of accommodation. Every day the number of condominium is increasing in Kuala Lumpur city. The natural green environment is decreasing with destructive impact on physical, mental illness and many problems among the people reside in the city compare to the rural. The modern developers in Kuala Lumpur facing difficulties to influence the target customers due to the lack of green environmental elements in a housing project and marketing strategy are one of the great problems to achieve the high performance of sales. Therefore, incorporate of important environmental elements in a housing project and marketing strategy to achieve the high performance of sales. The level of importance evaluates through quantitative research method with five (5) points Likert types scale. The data collected from Kuala Lumpur city area among condominium users, tenant, owner, management team and developers employees including marketing staff, managers, sales staff, and sales agents altogether 509 respondent. More than 85% respondents are agreed the environmental elements are very important at the condominium complex to have a healthy city life, and it strongly influences customers to buy or rent the apartment units. The green marketing is acting as a mediation to contribute the high performance of sales. As a result, less or no difficulty to reach the high performance of sales. In conclusion, those project has the most demanding environmental elements are more successful projects, compare to less or non-existing environmental facilities projects in Kuala Lumpur, Malaysia.

## ABSTRAK

Setengah daripada populasi dunia direkodkan telah menetap di kawasan bandar. Menjelang tahun 2050, populasi dunia yang bermastautin di bandar dijangka akan mencecah 75%. Majoriti masyarakat Malaysia iaitu 70% daripada jumlah populasi penduduknya tinggal di bandar. Hasil daripada permintaan penempatan di bandar, ramai pemaju membekalkan kondominium untuk memenuhi keperluan penginapan tersebut. Setiap hari bilangan kondominium semakin meningkat di bandar Kuala Lumpur. Persekitaran semula jadi yang hijau semakin berkurangan dan ini memberi kesan besar kepada kesihatan mental dan fizikal masyarakat yang berada di persekitaran bandar. Pemaju moden di Kuala Lumpur menghadapi kesukaran untuk mempengaruhi pelanggan oleh kerana masalah alam sekitar yang hijau dalam projek perumahan dan strategi pemasaran merupakan salah satu cara untuk menanganinya bagi mencapai prestasi yang tinggi dalam jualan. Oleh yang demikian, penggabungan unsur-unsur alam sekitar penting dalam projek perumahan dan strategi pemasaran untuk mencapai prestasi jualan yang tinggi. Tingkat kepentingan diperiksa melalui kaedah kuantitatif yang menggunakan kaedah skala likert berskala lima (5) mata. Pengumpulan data dilakukan di kawasan perumahan kondominium Kuala Lumpur yang melibatkan 509 responden yang terdiri daripada pengguna kondominium, penyewa, pemilik rumah, kumpulan pengurusan kondominium dan pekerja pemaju perumahan termasuk staf pemasaran, pengurus, staf jualan dan agen jualan. Lebih 85% responden bersetuju bahawa elemen persekitaran sangat penting di kompleks kondominium untuk kesihatan yang sihat dan ia secara langsung dapat mempengaruhi pelanggan untuk membeli dan menyewa rumah tersebut. Pemasaran hijau bertindak sebagai 'mediation' yang menyumbang kepada prestasi jualan yang tinggi. Hasil daripada itu, tiada kesukaran untuk mencapai prestasi yang tinggi jualan. Kesimpulannya projek yang menitikberatkan elemen alam sekitar jelas lebih tinggi permintaannya jika dibandingkan dengan projek yang sebaliknya di Kuala Lumpur, Malaysia.

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#### LIST OF ABBREVIATION

$^{\circ}C$	Celsius (Temperature in Degrees)
<i>RM</i>	Ringgit Malaysia (Currency)
<i>PSF</i>	Par Square Feet
<i>SQ FT</i>	Square Feet
<i>4Ps</i>	Product, Price, Place and Promotion
<i>CCTV</i>	Closed Circuit Television
<i>NPD</i>	New Product Development
<i>R&amp;D</i>	Research and Development
<i>SWOT</i>	Strengths, Weaknesses, Opportunities, and Threats
<i>US \$</i>	United States Dollars
<i>\$</i>	Dollars
<i>TV</i>	Television
<i>UK</i>	United Kingdom
<i>KLCC</i>	Kuala Lumpur City Centre
<i>MM2H</i>	Malaysia My 2 <sup>nd</sup> Home
<i>PWTC</i>	Putra World Trade Centre

<i>LRT</i>	Light Rail Transit
<i>KL</i>	Kuala Lumpur
<i>SIVA</i>	Solution, Information, Value and Access (model)
<i>QC</i>	Quality Check
<i>EFA</i>	Exploratory Factor Analysis
<i>SPSS</i>	Statistical Package for Social Science
<i>REHDAM</i>	Real Estate and Housing Developers Association in Malaysia
<i>SS</i>	Sum of Squares
<i>MS</i>	Mean Square
<i>SD</i>	Std. Deviation
<i>WiFi</i>	Wireless Internet for Frequent Interface
<i>GST</i>	Goods and Services Tax
<i>PRSL</i>	Performance of Sales
<i>EE</i>	Environmental Elements
<i>MS</i>	Marketing Strategy
<i>IV</i>	Independent Variable
<i>DV</i>	Dependent Variable
<i>DB KL</i>	Dewan Bandaraya Kuala Lumpur



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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction



In the perspective of psychology, the safety or housing is the most basic needs of all human being (Maslow 1943). The safety or housing is an important dream for every sagacious person in the world. Currently, the number of wise learnt people, high-level, mid-level income group and foreign people with Malaysia My Second Home (MM2H) program are increasing in Kuala Lumpur city (Tarmiji et, al., 2012). Therefore, the housing demand is rapidly increasing, and the developers are continuously developing more condominium in the city to supply the demand for accommodation. As a consequence, the natural environment is decreasing, and it has the primary adverse impacts on public health in many aspects such as warming, air pollution, water pollution, etc (Muhammad et, al., 2013). The secondary impact on property sales within the specific time frame (product lifecycle). A number of researchers suggested developers to, incorporate the most demandable environmental facilities at the condominium complex. It influences target customers to achieve the target sales within the product lifecycle timeframe. The reason is wise educated, high-level, mid-level income group of people would not like to buy the apartment complex without natural environmental facilities (Bendre et, al., 2000; Norhaslina. 2009). Therefore, this study will discover the most important environmental elements and it's influence on sales to achieve the developers goals through green marketing strategy.

## 1.2 Research Background

In the modern era half of the world population all over the countries reside in the cities. By 2030, 60% of the world population will reside in the urban areas and by 2050, the world proportion is likely to reach 75% (Seetharam & Yuen 2010). In Peninsular Malaysia average of 11.1% percent increasing in every year. Consequently, the rapid growth of urbanization with bulk accommodation. Therefore, the Malaysia is likely to be a society of urban with (over all 70% percent) majority people of the country is living in the cities (Norhaslina 2009; Tarmiji et, al., 2012). Everyday the natural green environment is reducing, due to the developing new condominium in urban. As an effect, on warming, air pollution, water pollution, sound pollution, physical and mental illness among the people reside in the city compare to the rural (Seetharam & Yuen 2010; Muhammad et, al., 2013). That is why, the green environment is very important issue to get a healthy city life. The modern developers can bring back the natural green environment at the housing complex to minimize the warming, air pollution, water pollution, sound pollution, physical and mental illness among the people reside in the city. Therefore, it would be a great responsibility to build up housing complex with natural green environmental elements. Similarly, the condominium developers will able to achieve the target sale through using the natural green environmental elements in marketing strategy, known as green marketing. The environmental facilities increasing the beauty of housing complex and it influence the target customers to involve to buy or rent the property.

It is a great responsibility for the property business organizations to save both property business and natural environment. The natural green environment at surrounding of the housing can protect the indoor air quality to create a healthy residence. It is well known that the lack of green produce warming at the surrounding, due to this reason the environmentalist are suggested urban people lives with a natural green environment to protect from warming and pollution. Figure 1.1 shows the average daily temperature in Malaysia Kuala Lumpur, recorded maximum 36.°C and minimum 20.°C (Meng et, al., 2007). Therefore, the modern developers must keep the green environment at the surrounding of the housing to minimize the urban temperature to achieve both healthy environment and property business.



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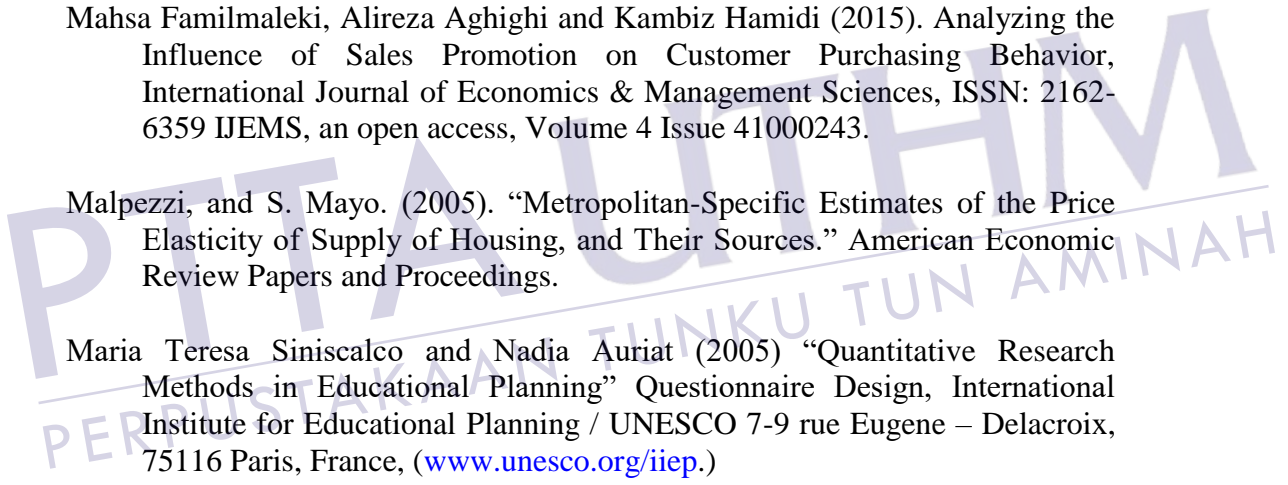
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